



INTERNATIONAL FLOORBALL FEDERATION (IFF)

Ordinary member of AGFIS/GAISF

Appendix 6b

Helsinki, August 17th, 2010

To:

Mr. Filip Suman, CFbU President,
Mr. Matti Ahde, SSBL President,
Mr. Lars-Gunnar Tjärnquist, SIBF President,
Mr. Edwin Wiedmer, SUHV President

cc:

Members of the Champions Cup working group

Dear Sirs,

As it has been discussed in the meeting between the Presidents of the National Associations and IFF during the Women's World Floorball Championships there is a sincere will to secure the continuation of a European Top Club Team competition. This especially since the Top Club Competition is the next best showcase for International Floorball, apart from the World Floorball Championships. Based on this common feeling, there has been a process started in 2010, in which a number of meetings have been organised, in order to come up with a sustainable solution from a financial and sports perspective.

The belief of the representatives of the top European Clubs, top National Associations and the IFF in the Champions Cup working group is that there is a solution now available to secure the a continued process, with a European Top Club competition.

The objective of the process was to discuss and elaborate on the problems the present European Club Competition. IFF has is facing and looking for ways to secure the participation of all the top teams in the competition. By analysing the view points in the present situation and to look for the broadest available common state of mind between the federations and clubs we have been able to build a base of what everyone can agree to.

The basic conclusion has the whole time been that we need to make the competition more attractive, so that all teams are willing to participate in it and therefore the IFF started the process to look for a solution after that there had been a number of top clubs not attending the EuroFloorball Cup in 2009, which started with a meeting between the four associations in question and IFF during the WFC 2009 in Sweden. The process has been the following:

December 2009 – Top 4 federation meeting

- General understanding on importance of having an European club competition and interest to look for the solution in order to have a top level club competition.

January 2010 – 1st meeting with federations and clubs

- General understanding on the basic competition system of having an open competition for both men and women, the name of the competition, number of teams (6-8), and the timing for the Event. A working group was founded to make a proposal how to solve the issue.

April 2010 – 1st meeting of the working group

- General understanding on which teams are taking part (4 national champions, winner of EFC and a second team from the organizing country), playing system (3 team groups), organizer for 4 years (2011 CZE, 2012 SWE, 2013 Fin and SUI 2014).
- This proposal was put forward to the IFF CB

May 2010 – CB approval of the working group proposal

August 2010 – 2nd meeting of the working group

- The meeting agreed upon the financial and marketing model and also the working group agreed to the recap.

Address

Alakiventie 2,
FI-00920 Helsinki,
Finland

Phone

+358-9 454 214 25

Fax

+358-9 454 214 50

E-mail

office@floorball.org

Web-site

www.floorball.org

Bank

Credit Suisse, CH-8700 Küsnacht
Account No. 4818-559200-11
Swift Code: CRESCHZZ87B
IBAN: CH13 0481 8055 9200 1100 0



INTERNATIONAL FLOORBALL FEDERATION (IFF)

Ordinary member of AGFIS/GAISF

The Competition system has been defined in the following way:

- The tournament shall be played with six men and women teams as a five day tournament in one venue.
- The game for the 3rd placed teams in the group for the 5th place match will have to be decided case by case.
- The tournament will in the beginning be played by the four National Champions from Czech Republic, Finland, Sweden and Switzerland based on the national team ranking 2008/2009, the winner of the EFC and a second team from the organizing country.
- The National Association organizing the event can decide which will be the second team in the Champions Cup.
- The Champions Cup shall in the future be built on a 3-year Club Teams ranking starting from 2011.

The Champions Cup will need to have its own Organisers Regulation, which will be prepared by the IFF, during the beginning of 2011.

The main issue in the process for finding an solution for a future Top European Club Competition is to find a Basic Cost-allocation and Financial model which will increase the interest of the potential clubs to participate and the national associations to organise the Champions Cup.

The associations and IFF needs to define the minimum standard for the accommodation and food and it has to be inside a maximum price bracket in order to lower the costs for the organiser and the participating teams. The organiser is to build an accommodation and food package.

The working group agreed upon a financial model, in order to secure the interest of the three parties concerned; the clubs, the four national associations and the IFF, the parties concerned will further try to lower the costs for all parties:

Conditions for participating teams:

- Participation fee of 4.000 CHF
- All foreign clubs which have to travel to the closest international airport to the competition city and will have all local costs (accommodation, food and local transportation) paid by the organizer.
- International Travel
- Prize money for the best teams

Conditions for the organiser/national association:

- All typical costs and revenues regarding venues and the organization of the event
- Accommodation and food for 8 foreign teams in accordance with one centralized service solution
- Internet TV production from all matches
- TV production from both finals
- No organizer fee to be paid to IFF
- A set % of all marketing rights
- To ensure that there is a team participating in the tournament.

Conditions for IFF:

- Prize money pool – for example 40.000 CHF
- TV production from men semifinal matches
- Providing the playing field and structure (Floor,
- All international TV and Internet rights
- Set % of marketing rights

As the next steps in the process the working group agreed that this model will be put forward to concerned national associations for their acceptance by the 31st of August 2010, in writing, upon which the IFF CB will make a final decision in its meeting on the 4th of September 2010.

Address

Alakiventie 2,
FI-00920 Helsinki,
Finland

Phone

+358-9 454 214 25

Fax

+358-9 454 214 50

E-mail

office@floorball.org

Web-site

www.floorball.org

Bank

Credit Suisse, CH-8700 Küsnacht
Account No. 4818-559200-11
Swift Code: CRESCHZZ87B
IBAN: CH13 0481 8055 9200 1100 0



INTERNATIONAL FLOORBALL FEDERATION (IFF)

Ordinary member of AGFIS/GAISF

IFF will make a proposal for an agreement between the four associations, after the associations have confirmed their participation and the IFF CB has decided to organise the Champions Cup. As decided earlier there will be a need to create an Organisers regulation for the Champions Cup, which has to be ready by the end of the year 2010.

There is a need to make an evaluation of the business model and the competition system of the Champions Cup, after the second edition in 2012. The process has been very positive and has brought up a number of good ideas, which can be used for the future in order to develop the international competitions to become more interesting.

On behalf of the IFF, we would now like to ask the four National Associations whether they are willing to participate in the Championship Cup competition for the period of 2011 – 2014 and come back with a written confirmation about the approval to organise the Champions Cup in accordance with the set conditions and the agreed timeline by the 31st of August 2010.

Please inform the IFF secretary general Mr. Liljelund (liljelund@floorball.org) about the any questions you might have from your association.

With sincere regards,

International Floorball Federation

Filip Suman
IFF vice president

John Liljelund b.d.
Secretary General

Address

Alakiventie 2,
FI-00920 Helsinki,
Finland

Phone

+358-9 454 214 25

Fax

+358-9 454 214 50

E-mail

office@floorball.org

Web-site

www.floorball.org

Bank

Credit Suisse, CH-8700 Küsnacht
Account No. 4818-559200-11
Swift Code: CRESCHZZ87B
IBAN: CH13 0481 8055 9200 1100 0